



THE MARKETING MEMO

March 2007

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

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PROGRAM ISSUES

LEAFY GREEN HANDLER ADVISORY BOARD UPDATE:

The Leafy Green Board had its organizational meeting on February 23, 2007. As the Board's fiscal year starts on April 1, it is working to establish a budget and set an assessment and programs for its first year of operation. The Board is having a number of meetings this month as it moves toward this goal.

The Board will be conducting an inspection program to verify that signatory handlers and their growers are using best practices and have trace-back systems in place. CDFA Inspection Services will be performing the inspections under USDA supervision. Signatories using verified practices will be allowed to use a Board certification mark that the Board will choose soon.

The Board is soliciting management proposals, and hopes to have management in place by mid-April. If you have questions on Leafy Greens, contact Glenn Yost at the Branch.

PRODUCER REFERENDUM FAILS TO CONTINUE CALIFORNIA PISTACHIO COMMISSION:

The Marketing Branch just completed the vote tally for the producer referendum concerning the continuation of the California Pistachio Commission. The tally showed that 61% of the eligible producers submitted valid ballots. Of those voting, 66% by number representing 41% of the voted volume, voted in favor of continuation. These results fall short of the statutory approval criterion which require one of the following to occur:

- at least 65% of the producers that submit ballots, representing at least a majority of the voted volume, vote in favor of continuation, or
- at least a majority of the producers that submit ballots, representing at least 65% of the voted volume, vote in favor of continuation.

By law, the operations of the Pistachio Commission must be wound down and suspended by August 31, 2007.

PRODUCER REFERENDUM CONTINUES THE CALIFORNIA TABLE GRAPE COMMISSION:

The producer referendum regarding the continuation of the California Table Grape Commission was just completed. The tally showed that 59% of the eligible producers submitted valid ballots. Of those voting, 80% by number representing 67% of the voted volume, voted in favor of continuation. These results exceed the statutory approval criterion and therefore the Table Grape Commission is authorized to continue operating for another five years.

MARKETING PROGRAM EXECUTIVES MEETING:

The Marketing Program Executives Meeting will be held on Tuesday, March 27, 2007 at the California Raisin Marketing Board. Secretary AG Kawamura will attend our meeting. John Dyer will be discussing the Department's Fiscal and Compliance audits. **We strongly encourage all program executives and board chairs to attend.** This will also be the last Marketing Program Executives meeting before Lynn's retirement. This will be a great opportunity to discuss issues and exchange ideas with the Marketing Branch staff and other program executives. An agenda and RSVP form are attached for your use. If you plan to attend, please contact Kim Jagelka or Beth Jensen as soon as possible.

FORM 700 PACKETS SENT:

The Marketing Branch mailed the Form 700 packets out to all marketing orders, agreements and councils for distribution to members and alternates of the respective programs. If you did not receive a packet, please contact Beth Jensen here at the Branch. Please note that marketing orders, agreements and councils with budgeted expenditures below \$120,000 were not mailed a Form 700 packet, since the Department's Conflict of Interest Code excludes those individuals from filing.

MEETING NOTICES FOR ALL PROGRAMS TO BE POSTED ON MARKETING BRANCH WEBSITE:

Our newly designed Marketing Branch website is up and running. One of the new features on the site is meeting notices for all programs are being posted. In order to facilitate this change, we are requesting that all programs, in addition to mailing meeting notices to their Marketing Branch liaison, also email them to Ramiro Casillas rcasillas@cdfa.ca.gov & Kim Jagelka kjagelka@cdfa.ca.gov at the Branch.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 4, 2006 (October-December 2006) Qtr 1, 2007 (January-March 2007) Was Due: January 31, 2007 Due: April 30, 2007
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:**

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

Leafy Greens Board is Seeking an Executive Director

The California Leafy Green Handler Advisory Board is seeking an Executive Director. The Board is the administrative agency for the Leafy Green Products Handler Marketing Agreement, which was recently made effective by the Department of Food and Agriculture.

The Board is seeking either a contractor or an employee to manage its operations. The Board is now implementing a program to require that signatory leafy green products (lettuce, spinach and other similar products) handlers certify safe handling and shipment of leafy green products. Components of the program will be auditing of handlers and growers for best practices and use of trace-back systems, issuance of

Board certification marks and monitoring handler qualification to use certification marks, and running education and outreach programs.

The Board is seeking a candidate with experience in managing public boards, state level preferred. The ideal candidate would have knowledge of agricultural production and marketing, with leafy greens experience preferred. Knowledge and experience with agricultural inspection programs would be desirable. And since this is a startup operation, experience with the startup of a public agency would be a plus.

The job of the Executive Director will be to: Collect, account for and bank handler assessments that will fund the activities of the Board, arrange for and conduct meetings of the Board, and then carry out the actions agreed on by the Board, Contract for services needed and monitor Board contractors, and manage the inspection program and other activities of the Board.

The Board would like to conduct interviews in late March-early April of 2007. If you are interested in this position, please reply by March 28, 2007. Interested candidates should contact the Board through Glenn Yost, CDFA Marketing Branch, 1220 N Street, Sacramento, CA 95814, at (916) 341-6005, or at gyost@cdfa.ca.gov. Please supply references with your letter of interest and resume.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for March 2007. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.